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DIVISION OF PUBLIC HEALTH

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October 2005

Dear Health Care Provider:

The intent of this letter is to inform you of **infant formula changes** in the Wisconsin Supplemental Nutrition Program for Women, Infants and Children (WIC) starting January 1, 2006. Please note that **the WIC Program actively promotes and supports breastfeeding as the norm for infant feeding**. The advantages of breastfeeding are irrefutable and include nutritional, immunological, and psychological benefits to both infant and mother. However, when a mother decides to breastfeed partially, or not to breastfeed, WIC provides infant formula.

**Effective January 1, 2006:**

- WIC will provide the following Nestlé® standard formulas per a new contract with Nestlé USA:

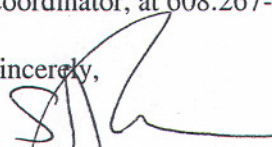
<b>Routine:</b>	<b>Upon caregiver's request:</b>
○ GOOD START® SUPREME DHA & ARA	○ GOOD START® SUPREME
○ GOOD START® SUPREME SOY DHA & ARA	○ GOOD START® ESSENTIALS


To assist with the transition, WIC will begin offering these formulas to infants born in November and December.

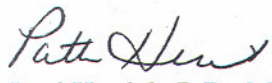
- WIC will no longer provide standard infant formulas from other companies under any circumstances (e.g., Similac/Similac Advance, Similac Lactose Free, Enfamil/Enfamil LIPIL, etc.).
- WIC will require both ICD-9 codes and prescriptions for WIC-authorized special formulas and medical foods for infants and children [e.g., Prematurity (765.1), Congenital Heart Disease (746.9), etc.]. In November and December, local WIC agencies will distribute revised WIC Medical Referral forms, which include instructions for formula/medical food prescriptions and coding.

We ask for your cooperation in encouraging the use of WIC contract formulas for your WIC-eligible infants who need standard milk and soy-based formulas, and we thank you for your support of the Wisconsin WIC Program and your continued promotion and support of breastfeeding. Your support means WIC will be able to serve many more nutritionally at-risk women, infants, and children with inadequate income who are in need of these services. For more information regarding the WIC Program formula changes, please read the following page. If you have questions, please contact Patti Herrick, WIC Director, at 608.266-3821 or [HerriPH@dhfs.state.wi.us](mailto:HerriPH@dhfs.state.wi.us), or Connie Welch, WIC Nutrition Coordinator, at 608.267-7320 or [WelchCL@dhfs.state.wi.us](mailto:WelchCL@dhfs.state.wi.us).

Sincerely,

  
Sheri Johnson, Ph.D.  
Administrator and  
State Health Officer

  
Murray L. Katcher, M.D., Ph.D.  
Chief Medical Officer and  
State MCH Director  
Bureau of Community Health  
Promotion

  
Patti Herrick, R.D., M.P.A.  
Wisconsin WIC Program  
Director and Section Chief  
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## **Additional Information on the January 2006 Changes Pertaining to WIC Formulas**

### **Breastfeeding Promotion and Support**

Promoting breastfeeding as the norm for infant feeding continues to be a major priority in the WIC Program. Breastfeeding provides many health, nutritional, economical, and emotional benefits to the mother and baby. Compared to breastfed babies, formula fed babies experience more frequent infections including otitis media, pneumonia, diarrhea, meningitis, urinary tract infection, and necrotizing enterocolitis. Studies have also shown that infants not breastfed are at increased risk for childhood-onset diabetes mellitus, obesity, juvenile rheumatoid arthritis, childhood cancers like lymphoma and leukemia, and intestinal diseases such as celiac disease and Crohn's disease. Additionally, research indicates that mothers who do not breastfeed have a higher incidence of osteoporosis and breast, uterine, and ovarian cancers. WIC supports the American Academy of Pediatrics' statement on *Breastfeeding and the Use of Human Milk*, (<http://aapolicy.aapublications.org/cgi/reprint/pediatrics;115/2/496.pdf>) encouraging mothers to breastfeed their babies exclusively for at least six months and continue for at least the first year of life and beyond, for as long as mutually desired by mother and child. Local WIC agencies have staff that can assist WIC mothers with breastfeeding or make appropriate referrals.

### **Standard Contract Formulas**

The Wisconsin WIC Program contracts with one manufacturer for the provision of iron-fortified standard infant formulas (milk- and soy-based formulas containing at least 10 mg iron/liter at a dilution rate of approximately 20 kcal per ounce). Federal WIC regulations require that States use a purchasing process that maximizes full and open competition [246.16a(c)] and award the contract to the bidder who provides the lowest net wholesale cost. Beginning January 1, 2006, the contract (3 years plus 2 optional 1-year extensions) is with Nestlé USA, Incorporated. Food cost savings are used to enroll additional women, infants, and children in the WIC Program. Last year, rebates of just over \$23 million supported approximately 37,000 of 113,000 participants each month. The new contract will provide a rebate of about \$22 million in 2006.

### **No Non-Contract Standard Formulas**

Currently, while less than 4% of infants on WIC are using a non-contract standard formula, the annual cost is over \$1.2 million per year. Thus, elimination of non-contract standard formulas will provide food cost savings that will support approximately 1,600 participants per month and offset the reduction in the rebate contract. Based on an extensive literature review, we find no convincing medical evidence exists to support the use of one company's standard infant formula over another with respect to allergies or gastrointestinal problems. All formulas meet the nutritional standards recommended by the American Academy of Pediatrics Committee on Nutrition (AAP/CON) and required by the Food and Drug Administration (FDA).

### **Special Formulas and Medical Foods**

WIC will provide WIC-authorized special formulas and medical foods ONLY with a medical diagnosis and the use of a corresponding ICD-9 Code. WIC Medical Referral forms, available from local WIC Projects, will identify applicable ICD-9 codes. Currently, the WIC-authorized products are: Similac NeoSure Advance, Enfamil EnfaCare LIPIL, Similac Alimentum Advance, Enfamil Nutramigen LIPIL, Enfamil Pregestimil, Enfamil AR/Enfamil AR LIPIL, Similac PM 60/40, Elecare, Neocate, Neocate One+, Neocate Junior, Pediatric EO28, PediaSure, and Kindercal. (Note: When these products are prescribed for children age 1 and older and women, the WIC food packages, per Federal WIC Regulations, do not contain milk/cheese, eggs, or peanut butter or dry beans/peas, and they contain less juice.) Special formulas for those children with conditions identified by the Wisconsin Newborn Screening Program will be provided through the referral centers dealing with those conditions.